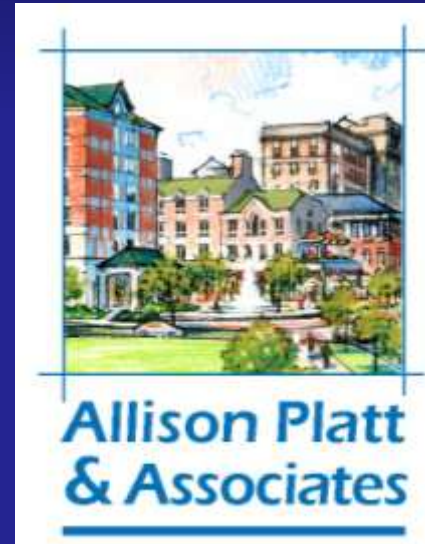


Danville River District Master Plan Public Meeting



Ralph Basile, Principal

Taylor Yewell, Senior Associate

Allison Platt, Principal

May 25, 2011

Agenda

- Introduction
- Work Program and Task Completed
- Strengths and Weaknesses
- Direction for the Future
- Mapping and Analysis
- Market Conditions
- Anchors and Attractions
- Opportunity Sites
- Preliminary Project Ranking
- Urban Design Analysis
- Next Steps
- Comments and Questions

Danville River District Master Plan

- Work Program
 - Project mobilization*
 - Public outreach/stakeholder interviews*
 - Market/land use assessments**
 - Establish overall boundary and primary focus area**
 - Urban design analysis**
 - Identify and evaluate anchor/opportunity sites**
 - Identify applicable best practices/tools
 - Develop an implementation strategy

*Completed **Significant progress made

Work completed so far...

- Project mobilization
- Thirty (30) stakeholder interviews
- Fourteen (14) studies and documents examined
- Twelve (12) property owner discussions
- Five (5) market segments evaluated

Strengths

- Commitment of City and community organizations
- Inventory of historic structures that can be adaptively reused
- Availability of federal and state historic tax credits
- Business recruitment efforts of Office of Economic Development
- Industrial Development Authority building rehab efforts
- The Dan River
- Regional medical hub
- Averett University, Danville Community College
- Increasingly educated workforce
- Public waterfront parking

Strengths



Weaknesses

- Declining population
- Loss of historic economic base
- Local and national economic conditions
- Vacant and underutilized historic buildings
- Need for better tools to ensure buildings are maintained
- Deteriorated fringe areas

Weaknesses



Direction for the Future

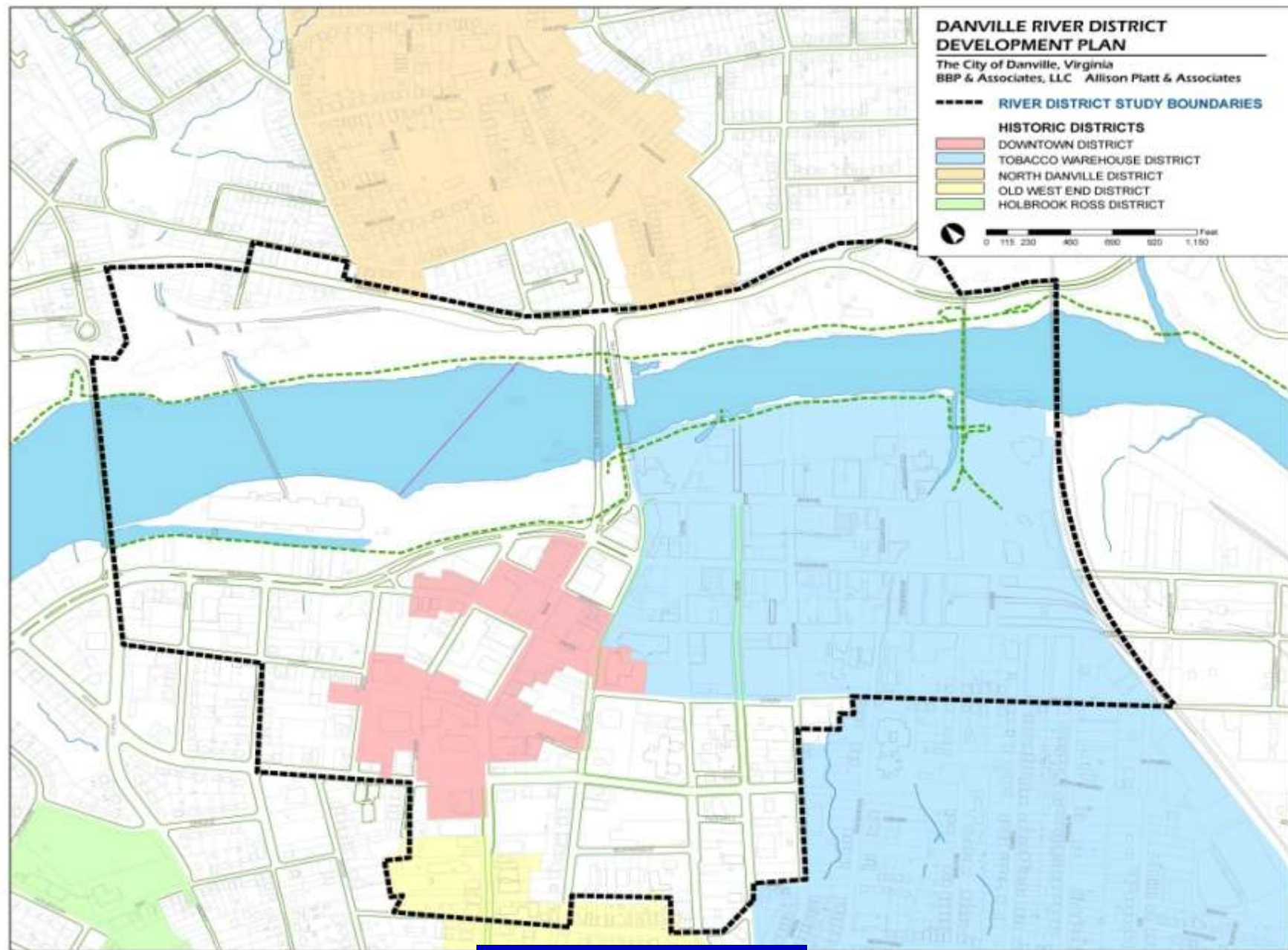
- What should Danville become?
- What will attract new residents, new jobs, new businesses to Danville?

Building a “lifestyle” image for Danville

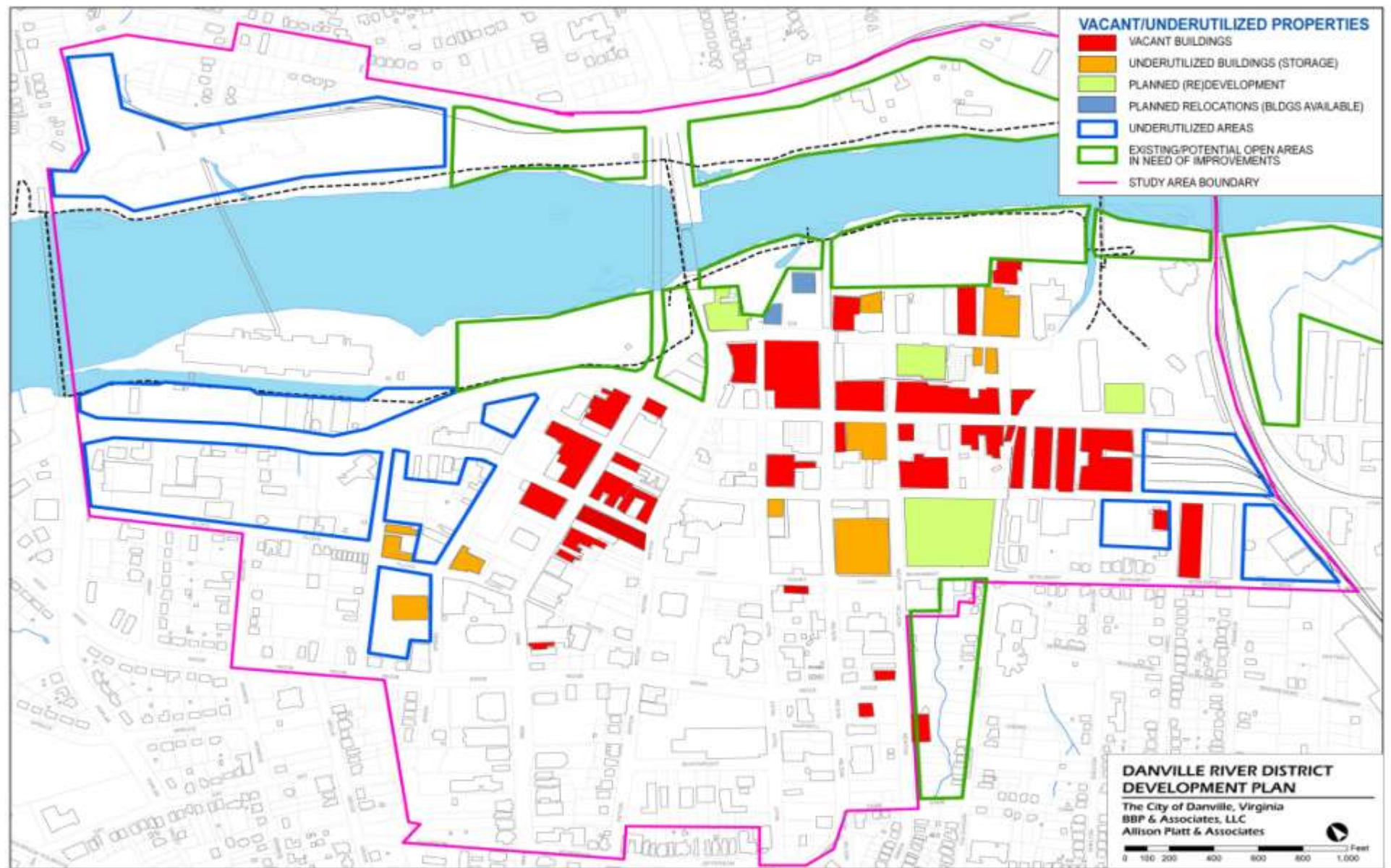
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Mapping and Analysis

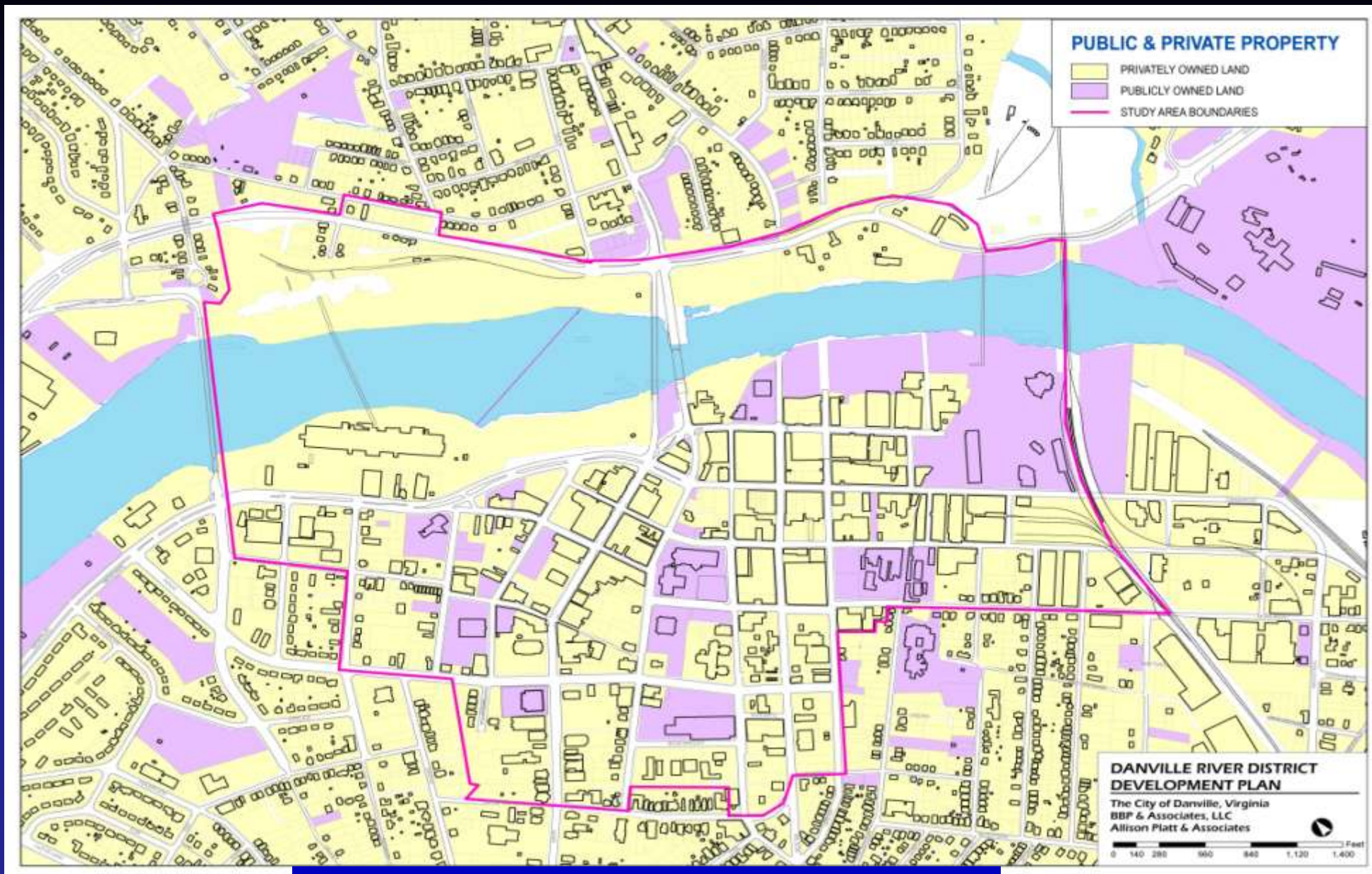
- Identified and mapped:
 - Study area boundaries
 - River District Boundary
 - Area of Primary Focus
 - Vacant/underutilized buildings
 - Public and private property
 - Public and private parking
 - Access and circulation issues
 - Anchors & Attractions
 - Urban Design Framework



Boundaries



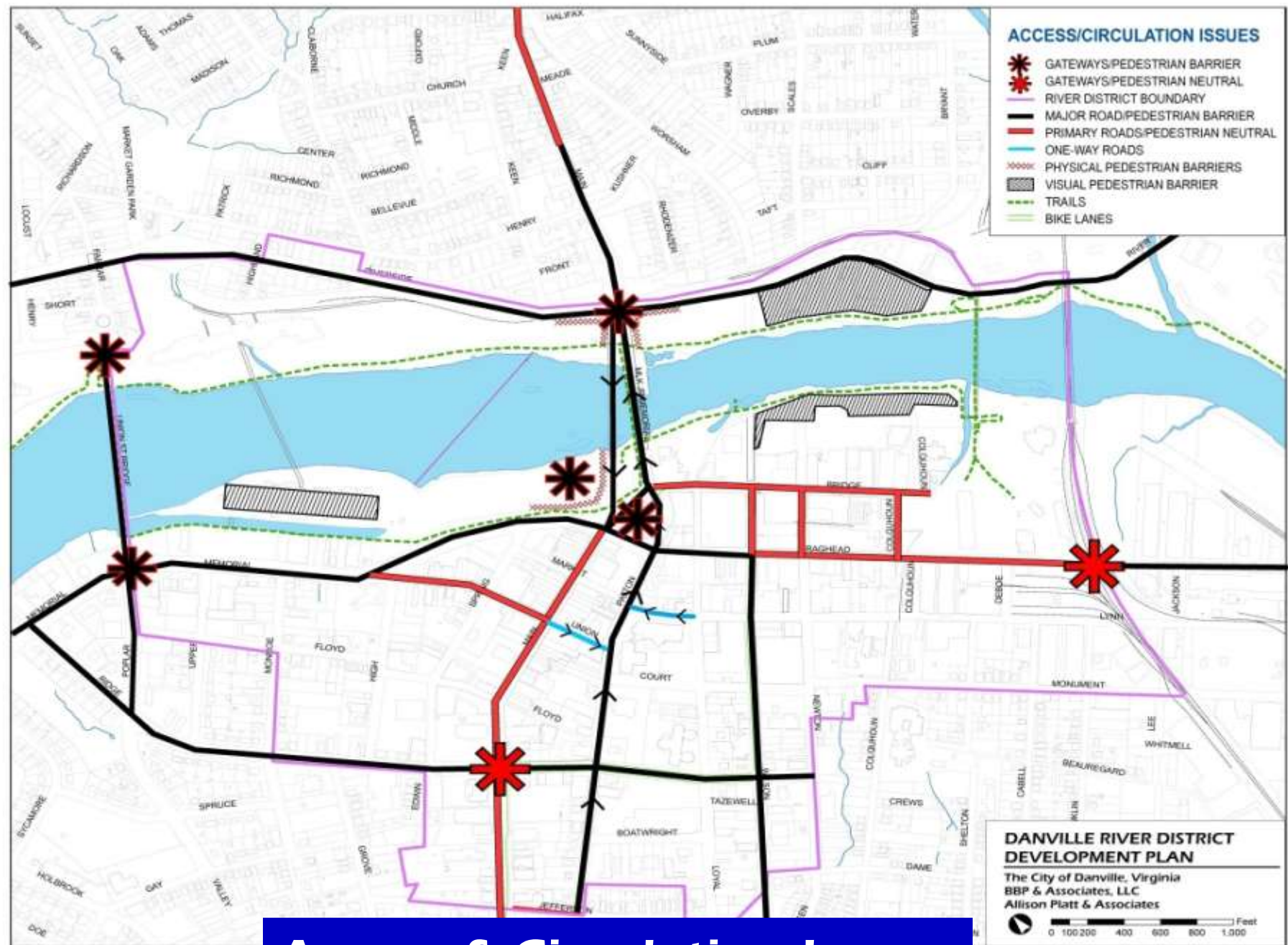
Vacant and Underutilized Properties



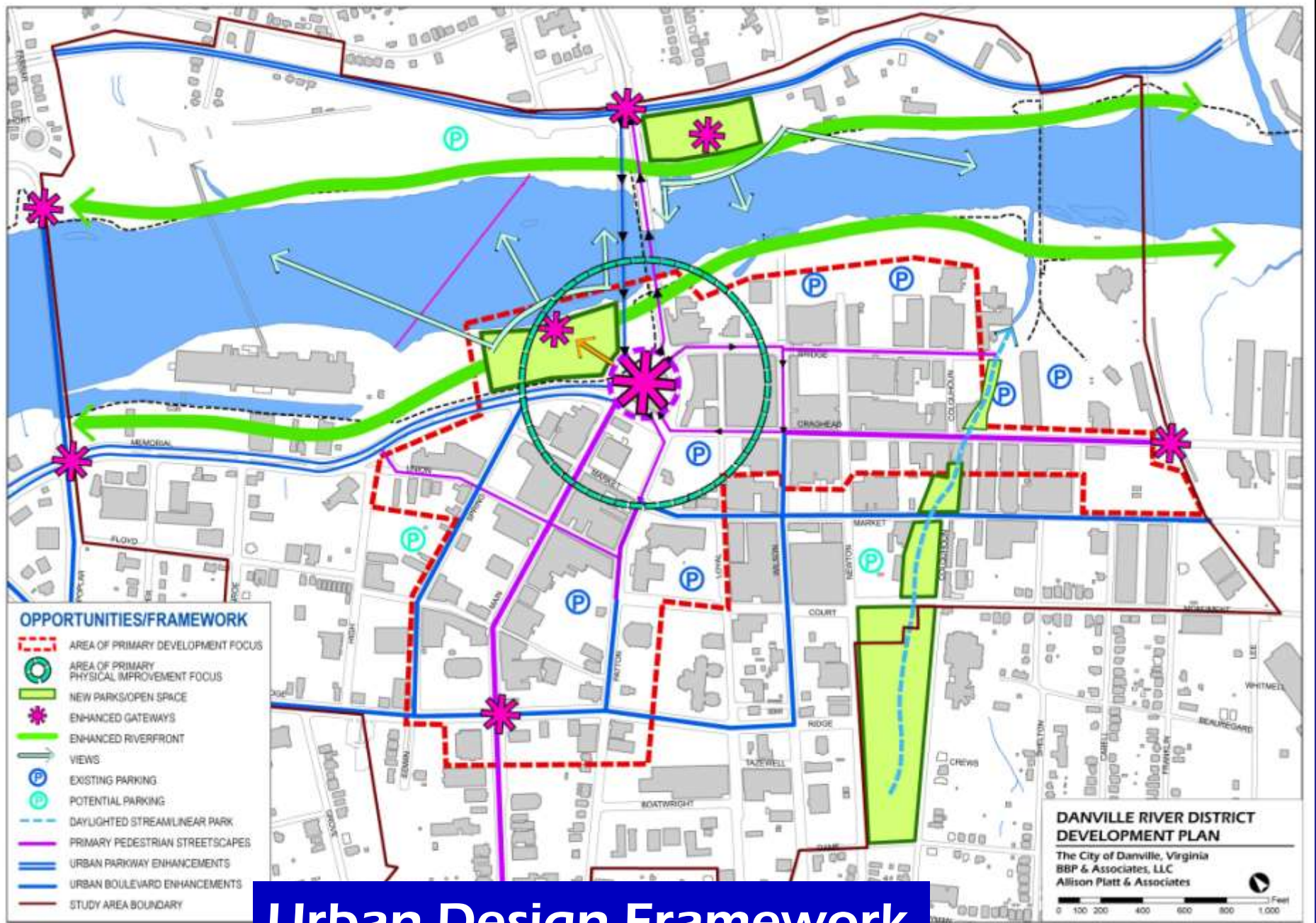
Public and Private Property



Public and Private Parking



Access & Circulation Issues



Urban Design Framework

Market Conditions

- **Population & Households:**

- City population decreased from 48,411 in 2007 to 43,055 in 2010, -9%
- City households decreased from 20,607 in 2007 to 19,265 in 2010, -7%
- MSA population decreased 108,179 in 2007 to 107,138 in 2010, -1%
- Population within a ½-mile radius of the intersection of Main St. and Memorial Drive decreased from 1,432 in 2007 to 1,337 in 2010, -6%.
- **Danville is losing population at a higher rate than 2001-2006, which was 5.8%**

Market Conditions

- **Educational Attainment:**
 - 2007 Workforce: 31% less than high school; 32% high school grads; 37% 1-4 years college
 - 2010 Workforce: 24% less than high school; 33% high school grads; 44% 1-4 years college
 - **Danville is more educated than it was in 2007**

Market Conditions

- **Employment:**
 - 2007: City resident labor force - 19,765; Unemployment – 7%
 - 2010: City resident labor force – 20,044; Unemployment – 13%
 - 2007 At-place employment, ½-mile radius int. Main St./Memorial Dr.
 - Businesses – 193
 - Employees – 1,476
 - 2010 At-place employment, ½-mile radius int. Main St./Memorial Dr.
 - Businesses – 319
 - Employees – 3,024
 - **River District is successfully attracting businesses and becoming an important employment node for Danville**

Market Conditions

- **Residential Market:**
 - 2008 Housing Study projections were for 80 to 118 housing units in the River District over 4 to 6 years. Building permit data for Danville show 156 total units city-wide 2008-2010, no new units in the River District.
 - Multi-family rental market is much stronger than condo market at this time.
 - **Residential absorption has significantly slowed since 2007**

Market Conditions

- **Office Market:**

- Horizon Tech, Luna Nanoworks, Infinity Global Packaging were occupying rehab office space in the River District about the time the Greenburg Study was completed.
- Post 2008, Averett University and Danville Regional Foundation will take 40,000 square feet at 512 Bridge St., data center is slated to go into the White Mill Building.
- City/IDA involvement will be critical to attracting businesses to River District Buildings.
- **Office market is currently River District's strongest sector due to new business attraction and expansion of local operations**

Market Conditions

- **Retail Market**

- Greenburg study says River District can support \$30M in all retail from outer trade areas (30 miles, most food & beverage – full service restaurants
- City of Danville has an opportunity surplus in all retail categories of \$183M
 - Piedmont Regional Mall is 2-mile drive from the intersection of Main St. and Memorial Drive
- MSA has leakage of \$7M in full-service restaurants – could potentially support 10,000 to 17,500 square feet of full service restaurant space
- **Retail/food & beverage has been River District's weakest sector**
- **Some promise for new food & beverage**

Anchors and Attractions

- Identified five (5) key existing River District attractions
- Identified three (3) categories of anchors
 - Nine (9) existing
 - Seven (7) near term
 - Nine (9) long term

Opportunities: Key

DANVILLE RIVER DISTRICT DEVELOPMENT PLAN ANCHORS/ATTRACTIONS KEY

Existing Anchors (Dark Blue)

- 1 Lindsey Lofts
- 2 Infinity Global
- 3 Luna Nanoworks
- 4 Averett University/DRF Building
- 5 Horizon Tech
- 6 Bridge Street Lofts
- 7 The Burton
- 8 Dan River Crossing Apts.
- 9 Lynn Street Lofts

Potential Near Term Anchors (Orange)

- 1 White Mill
- 2 First Block of Storefronts on Main
- 3 Ferrell Building
- 4 Post Office
- 5 Dan River Research Building
- 6 Fire Station
- 7 Utility Building

Potential Long Term Anchors (Red)

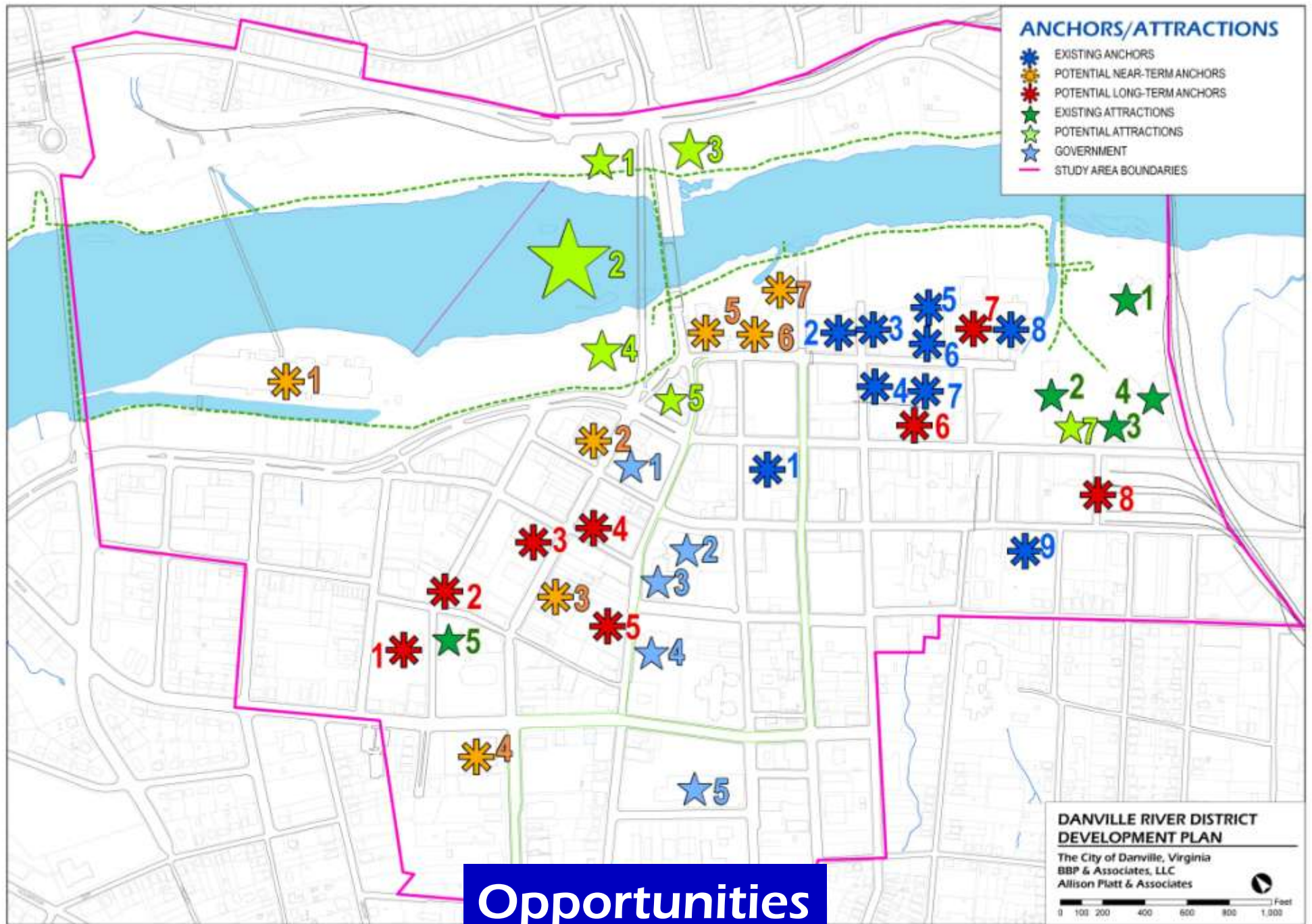
- 1 N Floyd Street
- 2 Downtowner
- 3 Masonic Temple
- 4 Parks & Rec Building
- 5 Lot Across from City Hall
- 7 Imperial Tobacco Warehouse
- 8 Pemberton Warehouse Complex
- 9 Railroad Switching Yard

Existing Attractions (Dark Green)

- 1 Amphitheater
- 2 Farmer's Market
- 3 Science Center
- 4 Amtrak Station
- 5 City Auditorium

Potential Attractions (Light Green)

- 1 YMCA
- 2 Dan River
- 3 Open Space/Passive Park
- 4 Open Space/Passive Park
- 5 Gateway to Downtown
- 6 Digital Theater



Opportunities

Existing Anchors

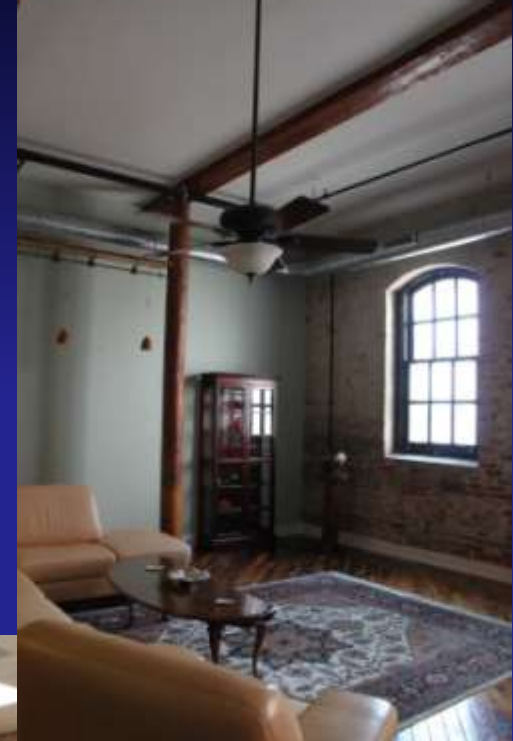
Crossing at the Dan



Existing Anchors

Lindsay Lofts:

21 Residential Units, 4 Commercial Units



Existing Anchors

Lynn Street Lofts: 37 Residential Units



Existing Anchors

The Burton: 28 Luxury Condominiums



Existing Anchors

Dan River Crossing:

74 Mixed income apartments



Existing Anchors

Horizon Tech



Existing Anchors

Luna Nanoworks

24,000 SF, 15 – 20 Employees



Existing Anchors

Infinity Global Packaging



Existing Anchors

Averett University & Danville Regional Foundation



Opportunity Site

White Mill, Memorial Drive



Opportunity Site

Downtowner Hotel, Main Street



Opportunity Site

Masonic Temple, Main Street



Work in Progress

Ferrell Building



Opportunity Site

First Block of Main Street, West Side



Opportunity Site

Floyd Street, City Auditorium



Opportunity Site

Floyd Street



Opportunity Site

Fire Station, Utility Building



Opportunity Site

American Cedar Works



Opportunity Site

Imperial Tobacco Warehouse



Opportunity Site

Dan River R&D Building



Opportunity Site

Pemberton Building



Preliminary Project Ranking

Danville River District Opportunity Site Ranking Matrix								
Potential Near Term Anchors		Evaluation Criteria						
		Market Supportable Reuse	Building Condition	Parking Availability	Ownership	Compatibility w/ Surrounding Uses	Access & Circulation	Proximity to Attractions
1	White Mill	√	√	√	√		√	
2	First Block of Storefronts on Main		√		√	√	√	√
3	Ferrell Building		√	√	√	√	√	√
4	Post Office			√			√	√
5	Dan River Research Building	√	√		√			√
6	Fire Station	√	√		√	√	√	√
7	Utility Building	√	√		√	√	√	√
Potential Long Term Anchors								
1	Parks & Rec Building		√		√			
2	Downtowner		√	√	√		√	√
3	Masonic Temple		√	√	√	√	√	√
4	Parks & Rec Building		√	√			√	
5	Lot Across from City Hall			√	√		√	
6	Imperial Tobacco Warehouse	√	√	√		√	√	√
7	Pemberton Warehouse Complex	√	√	√	√	√	√	√
8	Railroad Switching Yard						√	√

Site Ranking Matrix Legend

- Market Supportable Reuse: building layout suitable to capture market supportable adaptable reuse without extreme reconstruction.
- Building Condition: building is vacant or underutilized
- Parking Availability: site is near available parking
- Ownership: Entire property controlled or in hands of public or private party known to be interested in redevelopment
- Compatibility w/Surrounding Uses: no apparent conflicts with nearby uses and/or opportunity to spur further redevelopment
- Circulation (Vehicle and Pedestrian): good access and no impediments to attracting users
- Proximity to Attractions: proximity to area attractions and/or existing anchors and/or planned redevelopment and/or recreational activities

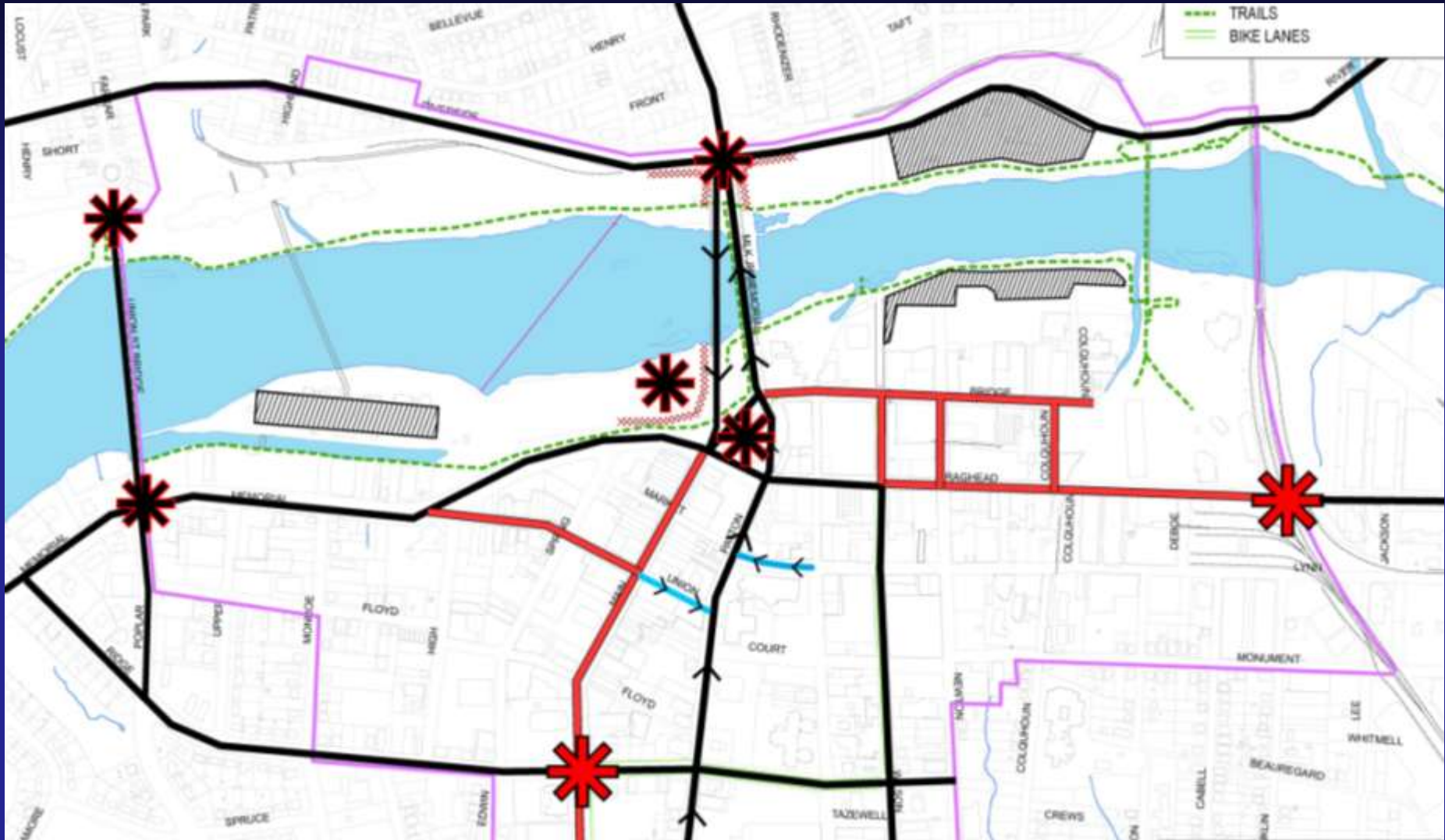
Urban Design Analysis

- New development is essential to growth and prosperity in Danville
- It is equally essential that the District provide an attractive, functional setting to “seal the deal” on new development
- The many vacant buildings on Main Street and in the Tobacco Warehouse District (TWD) can be better marketed for new uses if a high-quality environment is created through coordinated public improvements and design standards

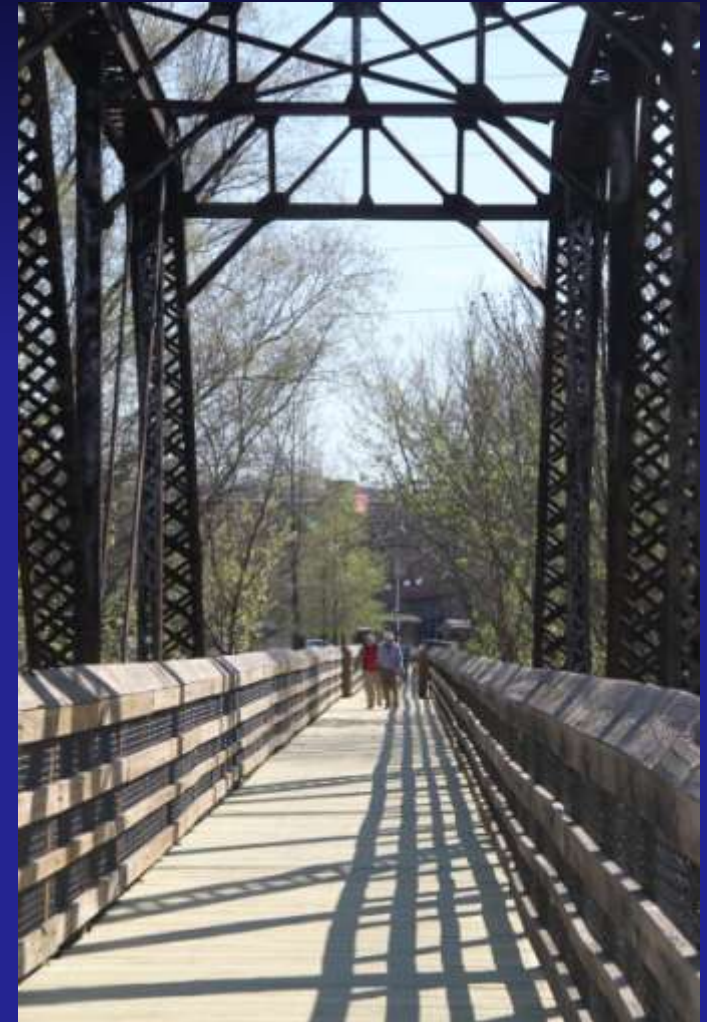
Building a “lifestyle” image for Danville

- The City has taken the lead in creating attractive and popular hike/bike trails along the river
- The river is a priceless asset, but is still not the heart of the City as it should be
- Downtowns must be friendly for pedestrians; this should be improved
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Circulation/Access Issues



Hike/Bike Trails



The River is still “hidden”



District streets have few amenities



Danville should be pedestrian friendly



Bridge Street is more pedestrian friendly...



Some District roads are barriers



An improved environment encourages investment



Attractive distinctive signage welcomes visitors, creates an enhanced image



Attention to details matters

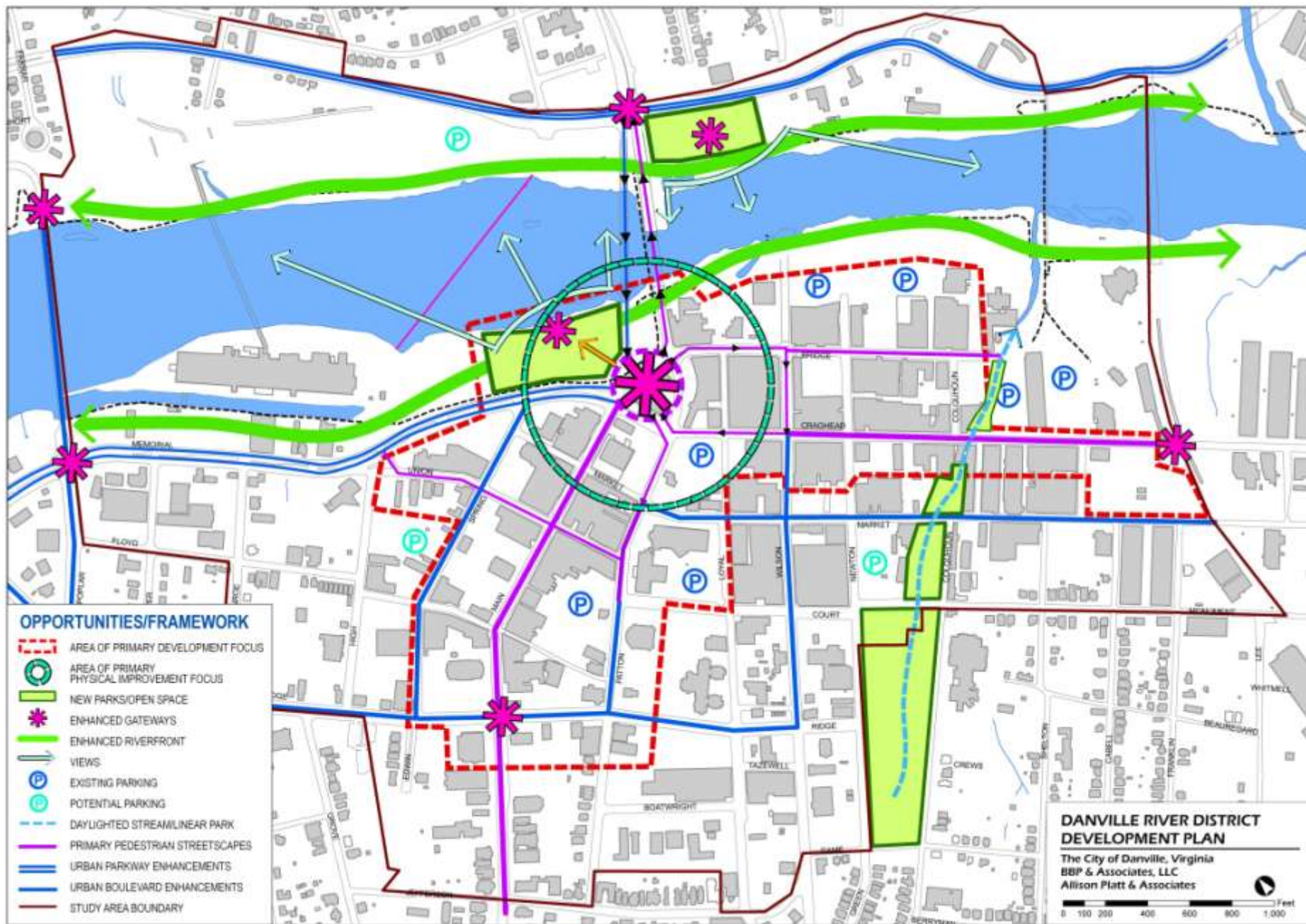


Where would you rather park?



Framework for Change

- Concentrate on the development and the setting in the historic areas first
- Create a strong connection between Main Street, the Tobacco Warehouse District and the river
- Set the stage for further improvements
- Put mechanisms in place to ensure quality public spaces and private (re)development over time



The “100% Corner”



The “100% Corner”



Creating linkages, synergy



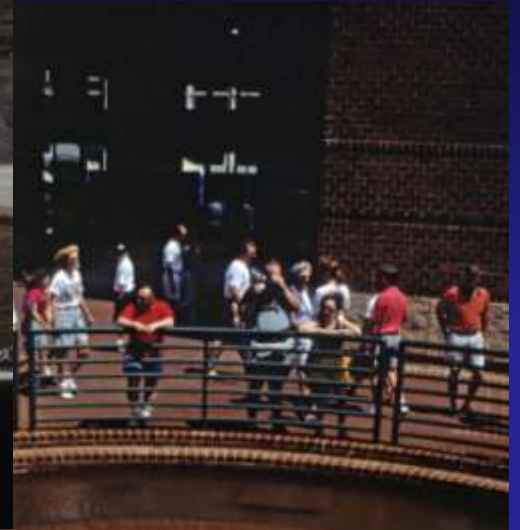
Creating linkages, synergy

- Rework the intersection to calm traffic, ease navigation, allow safe, attractive pedestrian access into and through this area
- Create stronger visual connections between the Main Street, the Tobacco Warehouse District, and the River
- Create an iconic design for the area that symbolizes the City and the River
- Create a “gateway park” at the northwest corner of this intersection that allows pedestrian access and frames views to the river. Should be a place for gatherings, events, passive recreation, views of the river and the falls, access to the water

Iconic Elements



Iconic Elements



Riverfront Park



Riverfront Park



Riverfront Park



Main Street & Craghead

- Main Street and Craghead, along with Bridge, should have the highest level of finish in the District
- Union Street should also be improved
- Circulation should encourage motorists to access Main Street parking from either Patton or Spring, and then walk to Main
- Wider sidewalks to allow sidewalk dining, activities, and more pedestrians
- More shade, benches and other amenities
- Underground utilities wherever possible

“Expressways” become Urban Boulevards



Craghead becomes more like Bridge

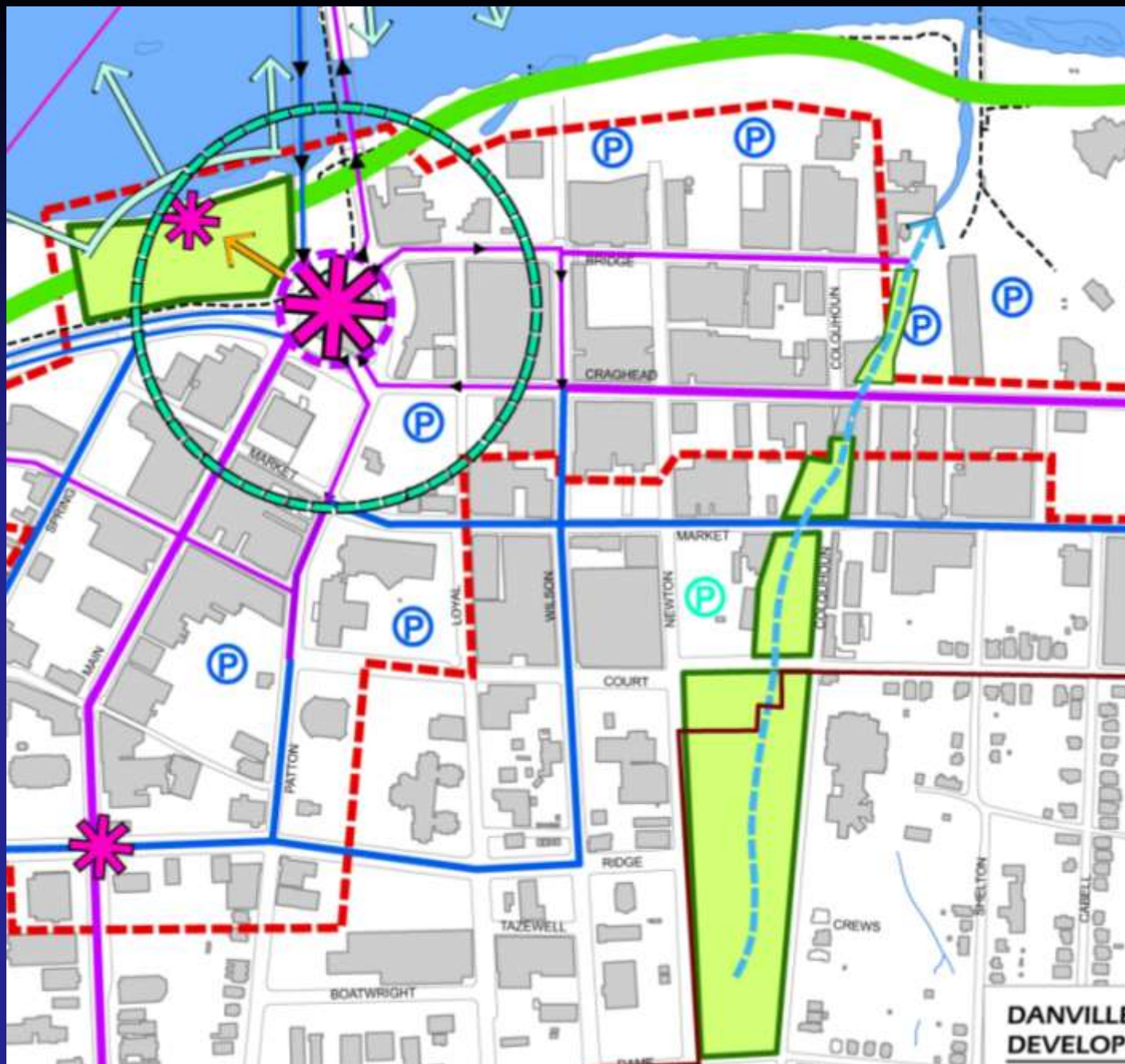


Main Street becomes pedestrian priority



Other Opportunities

- There has been discussion about “daylighting” the creek at the new Firehouse site
- This could be carried further to daylight the length of the stream from ** to the River
- This would create an amenity that could help redevelop the SE quadrant of the District
- It would also create “buzz” for the City as a “green” project



Creating an amenity



Creating an amenity



Historic Buildings are a great asset



The Dan River is a priceless asset



Citizens are ready to enjoy DT!



Amenities will set the stage



Activities & Amenities will attract retail businesses



A quality environment and an active Main Street will attract people, businesses, and jobs



Next Steps

- Rank opportunity sites – complete in June
 - Select four (4) catalytic projects
 - Prepare development program
 - Conduct financial analysis

Next Steps

- Best Practices/Tools – begin in June, complete in July
 - Review available financing and incentive tools
 - Summary Best Practices for small- to mid-sized town downtown redevelopment

Next Steps

- Develop conceptual designs for the “100% Corner”, park, and streetscapes
- Next Public Meeting: Week of July 11th

Questions and Comments...
